

## Abstract

An incentive benefit program compensates users for viewing advertising, participating in surveys and similar activities. A user releases no inherently valuable information, such as an email or home address or credit card number, to any additional entities to receive benefits. The user remains substantially anonymous to the benefit provider, providing an identity for an account that is not directly usable by a third party for contacting the user or for gaining monetarily from the user. Such less valuable account identities may include numbers for programs for frequent flyers, video rental clubs, and grocery discount cards. Third parties that operate these programs may hold inherently valuable information about the user, however since the user already belongs to the program, no additional operators need gain this information. The user need disclose only a relatively non-valuable third party benefits account number to the benefit provider.

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